

Table 1 : Value index and value of retail sales by broad type of retail outlet for February and March 2014

Broad type of retail outlet	Value index of retail sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Value of retail sales ⁽²⁾ (HK\$ million)		Percentage change (%)		
	Feb 2014 (Revised figures)	Mar 2014 (Provisional figures)	Feb 2014 (Revised figures)	Mar 2014 (Provisional figures)	Feb 2014 over Feb 2013	Mar 2014 over Mar 2013	Jan - Mar 2014 over Jan - Mar 2013
<u>All retail outlets</u>	156.8	153.3	40,551	39,649	-2.2	-1.3	+4.2
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	109.2	113.1	2,800	2,902	-8.7	+9.8	+7.4
• Fish, livestock and poultry, fresh or frozen	129.1	112.6	1,003	874	-8.9	+5.7	+2.5
• Fruits and vegetables, fresh	80.7	110.2	143	195	+6.8	+5.4	+4.7
• Bread, pastry, confectionery and biscuits	128.3	139.6	694	755	-9.0	+12.1	+11.3
• Other food, not elsewhere classified	80.2	93.9	546	640	-17.1	+22.1	+10.4
• Alcoholic drinks and tobacco	106.4	112.3	415	437	+0.7	+1.2	+8.0
Supermarkets⁽¹⁾	122.7	136.2	3,702	4,110	-10.8	+7.9	+5.8
Fuels	107.8	121.1	747	839	+2.1	-5.9	-0.9
Clothing, footwear and allied products	170.0	166.6	5,687	5,573	+3.1	+4.9	+8.1
• Wearing apparel	174.5	170.7	5,027	4,916	+6.8	+5.7	+9.0
• Footwear, allied products and other clothing accessories	142.0	141.2	660	657	-18.7	-0.1	+3.3
Consumer durable goods	161.7	166.8	6,487	6,690	-8.7	-15.0	-1.2
• Motor vehicles and parts	147.2	139.2	1,612	1,524	+25.4	-11.9	-2.2
• Electrical goods and photographic equipment	145.1	155.5	2,906	3,115	-16.1	-15.3	-16.6
• Furniture and fixtures	79.0	112.7	452	645	-6.4	+1.6	-4.6
• Other consumer durable goods, not elsewhere classified	446.1	413.7	1,517	1,406	-19.3	-23.0	+27.2
Department stores	158.4	150.4	4,162	3,952	+3.6	+3.4	+7.1
Jewellery, watches and clocks, and valuable gifts	202.7	168.2	9,535	7,912	-0.7	-8.9	+1.0
Other consumer goods	151.6	156.5	7,431	7,672	+2.4	+7.6	+8.1
• Books, newspapers, stationery and gifts	110.5	106.0	589	565	+6.9	#	+4.7
• Chinese drugs and herbs	123.2	152.6	425	526	-7.4	+11.3	+6.1
• Optical shops	187.3	164.2	327	287	+10.0	+6.6	+10.8
• Medicines and cosmetics	176.2	183.0	3,419	3,550	+4.3	+7.4	+8.8
• Other consumer goods, not elsewhere classified	139.8	143.6	2,671	2,744	+0.1	+8.9	+7.9

(1) These figures do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are shown below :

<i>Supermarkets and supermarket sections of department stores</i>	<i>125.1</i>	<i>136.9</i>	<i>4,131</i>	<i>4,523</i>	<i>-10.6</i>	<i>+8.7</i>	<i>+6.8</i>
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(2) The sum of individual items might not add up to the respective total because of rounding.

Denotes change within ± 0.05 .

Table 2 : Volume index of retail sales by broad type of retail outlet for February and March 2014

Broad type of retail outlet	Volume index of retail sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Percentage change (%)		
	Feb 2014 (Revised figures)	Mar 2014 (Provisional figures)	Feb 2014 over Feb 2013	Mar 2014 over Mar 2013	Jan - Mar 2014 over Jan - Mar 2013
<u>All retail outlets</u>	145.0	141.2	-2.1	-2.3	+4.7
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	84.2	87.6	-11.2	+5.1	+4.1
• Fish, livestock and poultry, fresh or frozen	90.1	80.7	-9.1	+2.8	+0.6
• Fruits and vegetables, fresh	56.2	78.9	-10.3	-11.8	-8.6
• Bread, pastry, confectionery and biscuits	105.6	114.8	-12.4	+9.1	+7.5
• Other food, not elsewhere classified	67.4	78.6	-18.9	+19.1	+7.7
• Alcoholic drinks and tobacco	85.0	83.6	-1.0	-7.4	+4.1
Supermarkets⁽¹⁾	105.3	115.6	-13.7	+4.7	+3.1
Fuels	89.8	100.4	+4.3	-5.6	-0.3
Clothing, footwear and allied products	157.9	151.3	+1.4	+2.1	+5.7
• Wearing apparel	162.9	155.2	+4.7	+2.3	+6.4
• Footwear, allied products and other clothing accessories	127.0	127.2	-18.9	+0.9	+1.8
Consumer durable goods	183.7	190.1	-7.1	-12.6	+3.1
• Motor vehicles and parts	130.1	124.0	+23.0	-11.1	-3.0
• Electrical goods and photographic equipment	181.6	196.8	-11.4	-11.7	-12.2
• Furniture and fixtures	65.9	93.3	-11.3	-3.8	-9.6
• Other consumer durable goods, not elsewhere classified	566.9	526.7	-14.0	-17.8	+35.9
Department stores	147.5	140.4	+2.7	+2.6	+6.4
Jewellery, watches and clocks, and valuable gifts	176.2	144.1	+4.1	-6.9	+5.9
Other consumer goods	137.5	141.6	-0.1	+4.9	+5.4
• Books, newspapers, stationery and gifts	97.9	93.5	+0.8	-5.5	-1.3
• Chinese drugs and herbs	104.7	129.7	-10.0	+8.5	+3.2
• Optical shops	171.9	149.8	+6.8	+3.0	+7.3
• Medicines and cosmetics	161.0	167.2	+1.6	+4.2	+6.0
• Other consumer goods, not elsewhere classified	127.4	130.4	-1.7	+7.9	+6.4

(1) These figures do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are shown below :

<i>Supermarkets and supermarket sections of department stores</i>	<i>108.3</i>	<i>117.3</i>	<i>-13.3</i>	<i>+5.8</i>	<i>+4.3</i>
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Table 3 : Movement of the value and volume of total retail sales

Original series			Seasonally adjusted series			
Year / Month	Year-on-year rate of change(%)		3 months ending Year / Month	Compared with the 3 months ending Year / Month	Rate of change ⁽¹⁾⁽²⁾ (%)	
	Value	Volume			Value	Volume
2009	+0.6	-0.8	-	-	-	-
2010	+18.3	+15.5	-	-	-	-
2011	+24.9	+18.4	-	-	-	-
2012	+9.8	+7.2	-	-	-	-
2013	+11.0	+10.6	-	-	-	-
2011 Apr	+27.8	+21.9	2011 Apr	2011 Jan	+6.0	+4.1
May	+27.8	+21.1	May	Feb	+8.5	+5.9
Jun	+28.8	+22.2	Jun	Mar	+7.3	+5.1
Jul	+29.1	+22.4	Jul	Apr	+7.7	+6.0
Aug	+29.0	+20.7	Aug	May	+6.2	+4.9
Sep	+24.0	+15.1	Sep	Jun	+6.3	+4.7
Oct	+23.0	+15.0	Oct	Jul	+5.0	+3.0
Nov	+23.4	+16.9	Nov	Aug	+3.2	+1.6
Dec	+23.5	+17.1	Dec	Sep	+2.9	+2.4
2012 Jan	+14.9	+9.1	2012 Jan	Oct	-0.5	-0.6
Feb	+15.6	+10.1	Feb	Nov	-1.0	-0.9
Mar	+17.1	+13.2	Mar	Dec	-1.4	-1.8
Apr	+11.4	+7.6	Apr	2012 Jan	+2.4	+2.3
May	+8.7	+5.7	May	Feb	+3.1	+2.7
Jun	+11.0	+8.5	Jun	Mar	+1.8	+1.7
Jul	+3.9	+1.4	Jul	Apr	+0.8	+0.5
Aug	+4.6	+3.2	Aug	May	+1.3	+1.2
Sep	+9.4	+8.5	Sep	Jun	+3.1	+2.7
Oct	+3.9	+3.6	Oct	Jul	+3.7	+3.5
Nov	+9.4	+8.1	Nov	Aug	+4.2	+3.9
Dec	+9.1	+8.5	Dec	Sep	+3.8	+3.9
2013 Jan	+10.5	+10.4	2013 Jan	Oct	+4.4	+4.4
Feb	+22.7	+21.9	Feb	Nov	+4.4	+4.8
Mar	+9.8	+10.1	Mar	Dec	+4.4	+4.7
Apr	+20.7	+19.4	Apr	2013 Jan	+4.9	+5.0
May	+12.9	+12.2	May	Feb	+3.3	+3.1
Jun	+14.7	+13.3	Jun	Mar	+3.4	+2.6
Jul	+9.3	+8.7	Jul	Apr	-1.1	-1.8
Aug	+8.1	+7.2	Aug	May	-1.5	-2.1
Sep	+5.0	+4.9	Sep	Jun	-3.7	-3.9
Oct	+6.3	+5.9	Oct	Jul	-1.2	-1.3
Nov	+8.5	+9.1	Nov	Aug	+0.4	+0.9
Dec	+5.7	+6.1	Dec	Sep	+2.8	+3.6
2014 Jan	+14.4	+16.7	2014 Jan	Oct	+4.9	+6.5
Feb	-2.2	-2.1	Feb	Nov	+3.4	+4.6
Mar	-1.3*	-2.3*	Mar	Dec	+0.9*	+1.6*

- Not applicable.

* Provisional figures.

- (1) The rate of change is calculated by comparing the monthly average index for the 3-month period ending the month in question with that for the preceding 3-month period, e.g. the rate for the 3 months ending Dec. 2013 is the percentage change of the average monthly index for Oct., Nov. and Dec. 2013 compared with the average monthly index for Jul., Aug. and Sep. 2013
- (2) The seasonally adjusted series is compiled using the X-12 ARIMA method, which is a standard method applied in compiling seasonally adjusted statistical data series. For retail sales indices, the seasonally adjusted series for the preceding 3 years is revised each year when the figures for January are published.